



## Open Letter to Heads of State and Government

Travel and Tourism is today one of the world's biggest generators of employment and export earnings, and a key driver for economic growth and development.

Travel and Tourism generates one in twelve jobs worldwide and accounts for 30% of the global exports of services. Through its direct, indirect and induced impacts, Travel and Tourism contributes 9% of global GDP.

This makes Travel and Tourism a vital contributor to the global development agenda, affording it a unique role in building strong, sustainable and balanced global growth.

### *Travel and Tourism: Creating Jobs*

Through the creation of sustainable enterprises and decent jobs, Travel and Tourism provides the necessary security and stability for millions of people worldwide to build better lives. As a fast entry point into the workforce for young people and women, it provides crucial opportunities for fair income, social protection, gender equality, personal development and social inclusion.

### *Travel and Tourism: Enhancing Development*

Travel and Tourism is one of the major export sectors of developing countries and the primary source of foreign exchange earnings in the vast majority of these, creating much needed employment and opportunities for development. At the same time, it has the power to deliver significant international earnings for environmental protection, as well as giving economic value to cultural heritage. It is also a sector built on bringing people together, in order to learn about and understand each other, fostering mutual respect and tolerance.

### *Travel and Tourism: Supporting the 'Green Economy'*

As tourism activity continues to grow, Travel and Tourism is increasingly intertwined with environmental sustainability. Environmentally responsible tourism is one of the new growth poles of the 'green economy', providing sustainable infrastructure, business opportunities, jobs and income.

### *UNWTO and WTTTC: Joining Efforts to Maximise Travel and Tourism's Contribution to Economic Growth and Development*

The World Tourism Organization (UNWTO/OMT) is a specialised agency of the United Nations and the leading international organisation in the field of tourism. The World Travel & Tourism Council (WTTTC) is the global forum for business leaders in Travel and Tourism.

In light of this ongoing campaign, I would like to extend an invitation to H.E. .... to join hands with other world leaders, as well as with UNWTO and WTTTC, and add his voice to our effort to position Travel and Tourism higher on the global agenda.

A handwritten signature in black ink that reads 'David Scowsill'.

David Scowsill  
President & CEO  
World Travel and Tourism Council (WTTTC)

A handwritten signature in black ink that reads 'Taleb Rifai'.

Taleb Rifai  
Secretary-General  
World Tourism Organization (UNWTO)